

MOBILE SHOPPING ASSISTANT SYSTEM AND DEVICE

ABSTRACT OF THE DISCLOSURE

A mobile shopping assistant coupled to a global positioning system and a global computer network facilitating a potential consumer's purchasing decision. A mobile shopping assistant comprising an optical scanner and a global positioning system scans a bar code of a product. The information from the bar code along with location information of the mobile shopping assistant is transmitted to a global computer network such as the internet. Based upon the information provided, a price and discount server transmits back to the mobile shopping assistant pricing and location information about similar products. The potential consumer may then use this information to make a purchasing decision and to obtain the best value. The potential consumer saves considerable time in making a purchasing decision. Additionally, the potential consumer may save money, obtain a better value, or obtain the product more quickly based on the information provided. The potential consumer's use may be tracked and used to better serve the potential consumer.